

Attributes

Brief Overview

User Attributes enable you to leverage information about your end-users, such as their role, preferences, subscription and other characteristics, in your WalkMe solution.

Once you have set up a User Attribute in the Editor settings, it can be used to define Segmentation and Rule-Based Goals. If a Segment refers to a User Attribute that is not available for a given end-user, it will be evaluated as false for that end-user.

User Attributes enable you to better identify different categories of their end-users, adding context to WalkMe Mobile segmentation and Rule-Based Goals.

Supported Attribute types:

1. Variable
2. WalkMe Data
3. Cookie
4. jQuery
5. Text
6. On Screen Element

There is no limit on the number of User Attributes that may be set up.

Use Cases

- Create segments and Goals more closely aligned with your end-users' needs.
- Personalize content by adding dynamic text relevant to the end user.

Examples of User Attributes and their Applications

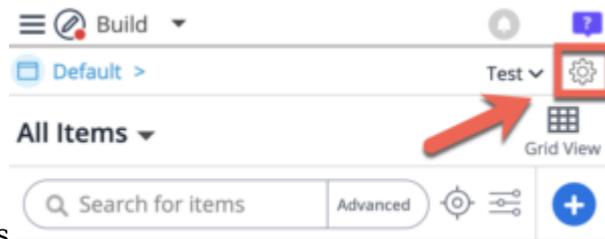
Here are some examples of User Attributes you might set and the way you might use them in a solution:

- Age:
 - Target a campaign to end-users who are over the age of 18
- Role:
 - Avoid showing guidance on how to use advanced features to *freemium* end-users
- Days registered to service:
 - Prompt service onboarding campaigns only during end-users' first 15 days using the

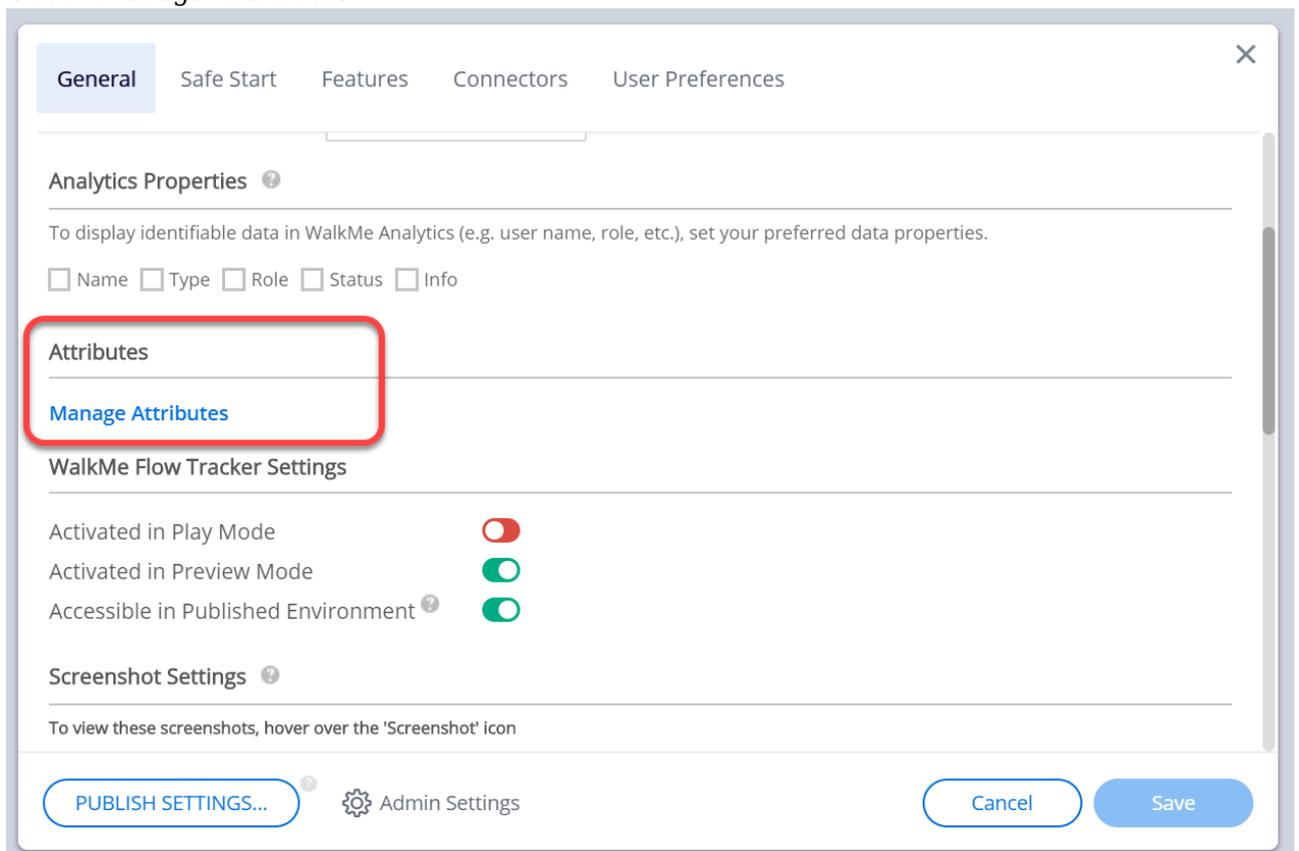
service

- Did user create profile:
 - Suggest guidance on how to create a profile only for end-users who haven't done so yet
- Customer groups:
 - Target all of the end-users that have been identified as strong prospects for a specific offering

How It Works



1. Navigate to the Editor Settings
2. In the Admin General Settings you will see the Attributes section
3. Click "Manage Attributes"



4. Click "+ Add new" to add your desired attribute

Attributes

Manage dynamic text attributes

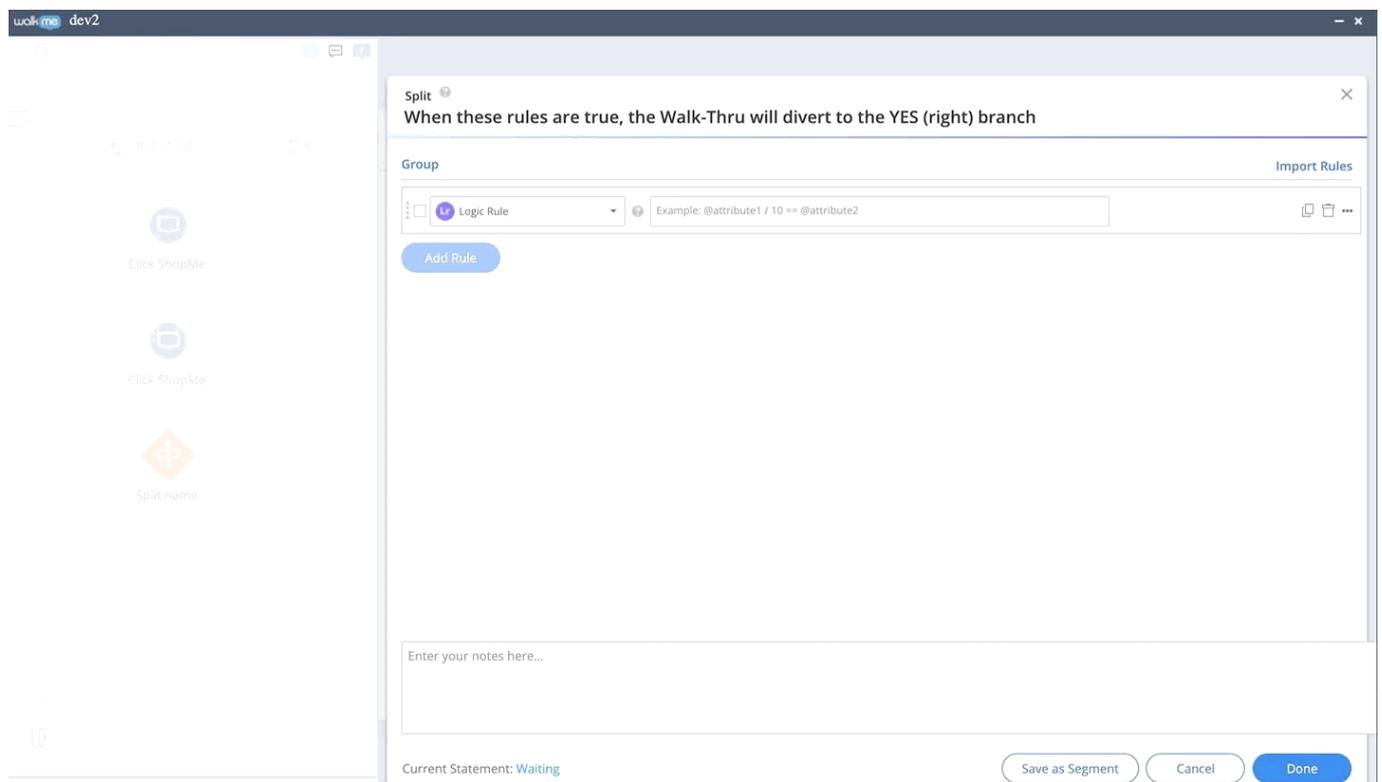
Name	Type	Value
<input type="text" value="Enter name"/>	<input type="text" value="Select type"/>	<input type="text" value="Enter value"/>

[+ Add new](#)

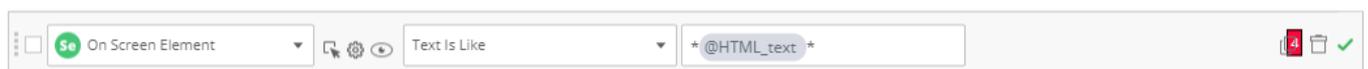
⚠ Be advised that editing or deleting an attribute which is applied to WalkMe items may break the end-user experience

How to Add Attributes from the Rule Engine

- When using the **Logic Rule** rule type, builders can also create new and manage existing attributes directly from the Rule Engine.

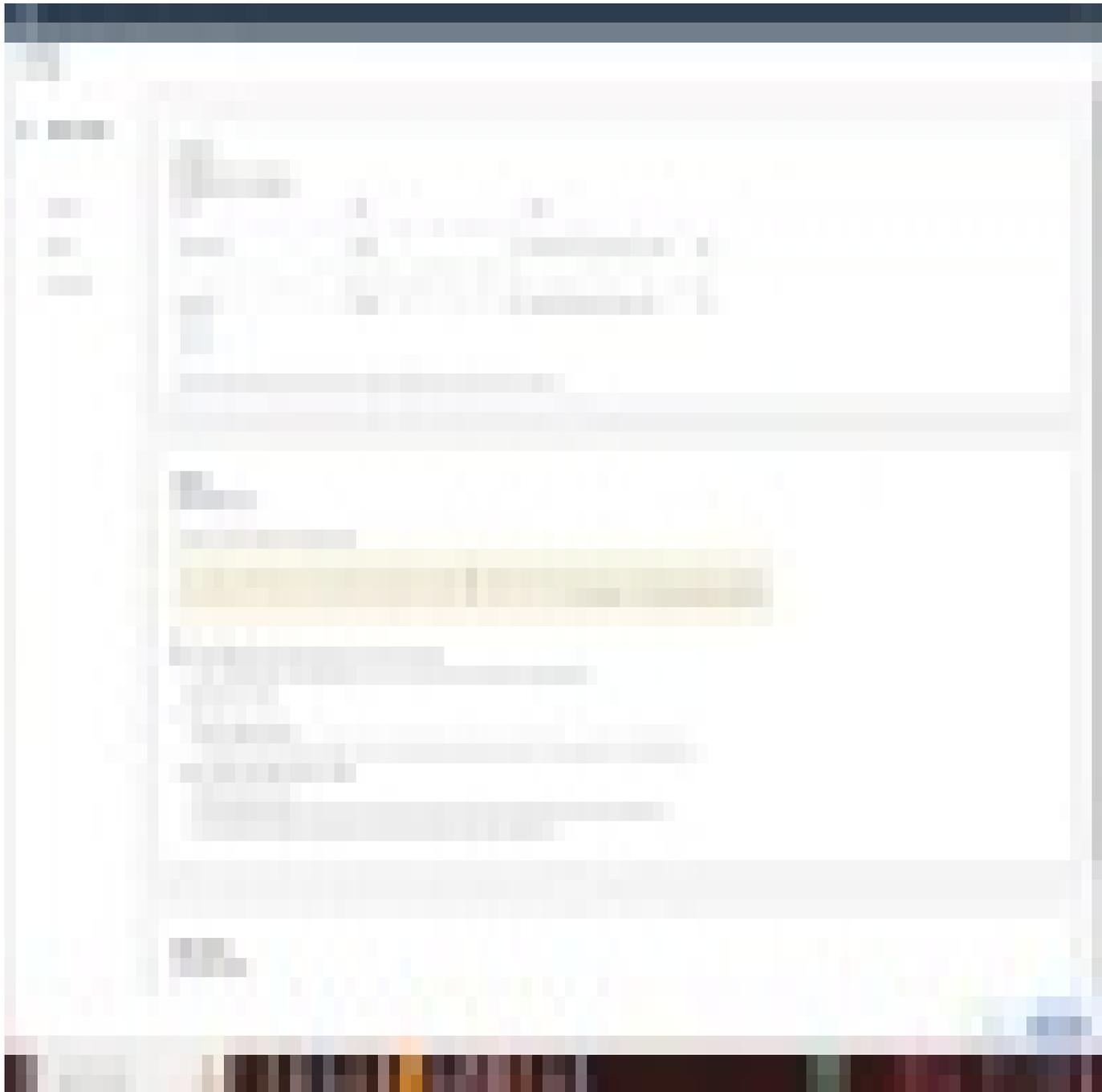


- When using On Screen Element, Selected Element, jQuery and Workday (Page, SubPage, Worklet, Inbox Item) rule types, builders can use attributes to compare text.



Tip Tuesday Videos

Use Attributes for Date Calculation



How to guide: Attributes